

THE

QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



35 Cents

RECALLING "MALE CALL"

Milton Caniff sketches his wartime "Miss Lane" and tosses in a strictly Caniff version of "Bad Sack" at a Chicago Headline Club dinner. Marshall Field (left), sponsor of Milt's new "Steve Canyon Strip," joins the fun. See Page 5.

February, 1947

THE QUILL

A Magazine for Writers, Editors and Publishers

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For Service to Journalism

AS this is written, the deadline for nominations for the 1946 Sigma Delta Chi awards in journalism is exactly a month away. The annual contest was formally announced in the January issue of *THE QUILL*. Newspapers, radio stations and journalism departments have been notified individually of the fields of award and conditions of entry.

Two news fields of competition should add fresh interest to the 1946 awards. One is for a news picture—the outstanding example of a photographer's work published in a newspaper or news magazine during the year. Good photographers are artists. They take great pride in their successes. Their temperament is essentially competitive. The other is for spot radio news. This gives the radio reporter a chance as well as the newscaster or commentator.

This will be the eighth year of the awards. The fraternity has done no single finer thing for journalism than to make its quill-pierced scroll a coveted symbol of distinguished professional performance. Nothing could better indicate the success of the awards than the fact that each winner receives only the simple bronze emblem of his victory.

As in any competition, the quality of the winning news stories, editorial, cartoons and pictures depends in considerable degree on the quantity of entries. These have grown steadily each year since the late Ralph Peters, distinguished editor of this magazine and president of Sigma Delta Chi, conceived the idea and the fraternity made the first awards possible in 1939.

Every member of the fraternity should canvass what his staff mates, his newspaper or his radio station may have done of national award caliber in 1946. There is still time. Entries must be received at National Headquarters, 35 East Wacker Drive, Chicago 1, by March 8.

Calling Potential Authors

WHEN the present editor of *THE QUILL* started his second year on the job, last March, he thanked the fraternity "for the editorial ride" and presented a small bill of apologies, thanks and complaints. This issue winds up that second year. With the recent shift to monthly publication, it also happens to be his thirteenth issue.

In a quarter century of handling the printed word

the editor has committed enough sins—sometimes in 120 point gothic—to take no unnecessary chances with a number like thirteen. He hereby makes proper obeisance to whatever gremlins specially complicate print. But he is inclined to stretch his luck on this one page by amending last March's little editorial bill, to stress "complaints."

Last March he wrote: "Every professional member of Sigma Delta Chi should consider himself a potential contributor to *THE QUILL*, exactly as every ambitious physician or lawyer hopes to be printed in one of the legal or medical journals." This was repeated at convention when John McClellan made his plea for increased professional activity by the fraternity.

Too many professional members would appear to have followed this idea as far as *potential* contributor and let it go at that. The relatively high quality of the magazine's contents has at times been due not so much to competition of manuscripts as to the special efforts of a loyal few. *THE QUILL* wants more articles, especially on the major techniques and ethical problems of journalism.

IT follows that articles on techniques, and especially on ethics, are likely to be controversial. *THE QUILL* should not fear controversy. Its editor has had to reject some manuscripts that were interesting—some of them explosively so—because strong opinions were not backed by reasonable evidence. A gripe must involve a demonstrable principle to be worth a magazine article.

His two years have taught the editor that the man least likely to write about his trade is his own kind of journalist, the daily newspaperman. The magazine and trade paper people, the publicists and the teachers are relatively vocal. They seem to like their jobs, to have ideas about their work and to be eager to defend or to attack practices in their fields. The daily newspaperman may be a tireless shop talker in the back room but his attitude on setting it down for publication is a surprised "Who? Me?"

One section of the membership, at least, is doing fine. The boys now on campus submit nearly as many manuscripts as the professional members. The student of journalism appears to be thinking about his chosen occupation, hard. What the working newspaperman is thinking about beyond lunch, *THE QUILL* would like to know.

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Both Sides of Fence Same

Public Relations Also Demand a Free Press

By JAMES W. IRWIN

DURING the brief 25 years in which I have served first as a newspaper editor and then as a spokesman and interpreter for business, there has been the most rapid increase in the complexity of the processes of freedom in all history.

While it is always well to shun oversimplification in attempting to analyze a trend, I believe that we can find the origins of this seeming movement toward complication of our daily lives without looking too far if you will accept with me the doctrine that freedom is actually the right to seek knowledge of the truth.

However imperfect the entire knowledge of truth in recorded human experience may be, it is axiomatic that throughout history those men whom we call free have been members of civilizations whose philosophy and system of government permitted and encouraged a diligent and constant search for truth in all things. Freedom and truth have always vanished

together under tyranny and dictatorship.

America has followed the classical arguments, derived originally from the best of Greek philosophy, that truth is best discovered and disseminated through open discussion. We provided for freedom of speech and of the press in the very foundations of our government, outlawed such obstructions as civil censorship and sedition prosecutions, and went on to encourage all forms of publishing and public speaking as means of broadening this open discussion. Because we are human, with all the imperfections of judgment and logic inherent in humanity, reason remains our best guide for finding the truth.

IT is here, in the imperfect working of our reason, that we have reached a point where our continued ability to maintain freedom through a continuing search for truth is endangered. The danger is acute. This is why:



James W. Irwin

Our means of communication have been so incredibly accelerated within the last quarter of a century through radio, mass circulation magazines and syndicates, moving pictures, and the other techniques of propaganda, that we must admit to being heavily swayed in thought and deed by calculatedly aroused emotional reaction. Men have become expert in the techniques of confusion and have used them with self-seeking motives.

As individuals we are bombarded with such a mass of advertisements, voices, signs, and special interest viewpoints that it is practically impossible to sort out facts and arrive at anything like a logical conclusion. Our ability to reason is deeply impaired. Thus our knowledge of truth is increasingly clouded, and it follows that our freedom as individuals may suffer.

This is the point of calculated confusion at which dictatorship may step in. Call it communism, fascism, state socialism or what you will, it is the all-knowing state under absolute control of one group that may profess to simplify matters by telling everyone what is truth.

The thought control exercised by such a government smells out and exposes heresies which may endanger its existence. The unacceptable thinking is forbidden and freedom ceases to exist. Special interest, whatever its foundation, rules, and the long struggle back to freedom begins again as it has throughout history.

WE may now part company with the defeatists who can see no solution to this paradox wherein the more we may potentially know through increasing technical proficiency, the less truth we are able to identify because of the confusion of ideas that assail us. For it is often these defeatists who hoist the placard of liberalism and work through bureaucracy to strangle at the source information or exchange of ideas which seem to them opposed to their own theories of what is best for the people.

Some of these would-be censors are sincere, believing that they can do the most for the over-all good by assuming this lofty judgment seat. Others are far less so, scoundrels in fact who know of the power

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WHEN a backroom session at the recent national convention developed a no-hold-barred discussion of ethics, prospects and pay in the newspaper business, one well-known Sigma Delta Chi present was able to straddle a chair and enjoy himself because he could argue on either side. He had been a boy wonder newspaperman and he is now a top-flight public relations man seasoned by twenty-five years on both sides of the fence.

But Jim Irwin (Wisconsin Professional '35) would say the fence ought to look the same on either side. He demands for public relations the same standards asked for sound reporting and editing. He sees a truly free press as of the same importance to corporate and institutional spokesmen as to publishers. And in this article he explains why.

Before Jim was 20, he had become city editor of the influential Wisconsin State Journal. At 21, he was managing editor at Madison and two years later city editor of the Chicago Herald and Examiner in its liveliest period. Denver's Frederick G. Bonfils borrowed Jim from Hearst as his personal editorial assistant in a rip-roaring battle with Scripps-Howard's Rocky Mountain News.

After years as a policy-making executive with such corporations as General Motors and Monsanto Chemical, Jim established his own public and employee relations consulting firm in New York and Chicago.

Just as this issue was going to press, it was announced in Dearborn, Mich., that Jim had been named assistant to Henry Ford II and director of public relations of the Ford Motor Company, considered the No. 1 public relations spot. He will continue as chairman of the board of his consulting firm.

Publicity and Free Press

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that lies within control of thought. One is no less dangerous than the other, since both work tirelessly for the same practical end, suppression of reasoned truth which means, as we know, final loss of not one but all of the freedoms traditionally enjoyed under our system of government.

I believe—by my choice of profession I assert—that we can progress and think, talk, worship, write and teach more freely than ever before. To do so, however, those editors, churchmen, educators, labor leaders and spokesmen for business and free competition all of whom must disappear or become unrecognizable under another system, must dedicate themselves to honest interpretation of their interests.

And by this I do not mean that each should devote his energies to setting forth the institution with which he is concerned in the most favorable possible light, regardless of its true nature or background. He must, rather, determine its relationship in all of its functions to the general public interest and insist upon maintenance of this relationship.

Then and only then should he avail himself of the techniques of public information to see that all who are interested or may develop an interest in his cause are fully aware of the efforts of that cause to operate for the greatest long-term benefit of all.

THE modern public relations counselor was one of the first fully to recognize and pledge himself to these ethical standards. He had to. Since his responsibilities often lie between service to business and the public, and since business came to be deeply suspected in all of its dealings with the public during the 19th Century era of economic expansion in America when the lid was off on piratical enterprise, the first and greatest task of public relations counsel was the reestablishment of his client and himself as honest people trying to give out some information of interest to the public rather than cover up a market killing or sell a blue-sky promotion.

The pure propagandist still lives and practices. The skilled press-agent still hangs out a Public Relations shingle and grinds out reams of releases many of which may make the news columns. But business is fast coming to recognize the vast differences in service and scope between these fringe operators and the true public relations counselor who operates at policy level to serve both the corporations who pay his way, and the public, by whose sufferance and patronage he and his client exist.

No one is more jealous than he of continued maintenance of the highest standards of ethics and truth within the profession, because without an established reputation for these qualities he cannot function.

I have always maintained, and do so with increasing conviction, that at least half of any public relations counselor's time should be devoted to his responsibilities to the public. He is, of course, obligated to the corporation which pays the bills. But like the lawyer who swears to serve justice, and like the doctor who takes oath to try to destroy the causes of disease, so the corporation public relations man is obligated to serve truth.

He works half time, I say, for the corporation's employees and the public at large, refusing to engage in "white-washing" tactics, and balancing the interests of individual groups against the greatest general good at all times. Because the newspaper press is one of the great means of propagating the truth, the public relations counsel is further obligated to the maintenance of a free press.

NEWSPAPERS, as the years have gone by, have become more complex and less personal. They are staffed with specialists on many subjects; they are departmentalized and seek to cover many more fields of interest. In so changing, they follow the growth and increasing complexity of our nation.

It follows that the controversies to which they are asked to give space are becoming more numerous. The opportunity to "get your story told" is therefore probably less unless, like the coal strike, it concerns a matter of great interest to everyone.

The public relations man's aim is that of the working newspaperman: to get the facts. If the facts hurt, that is his failing. For a primary function of counsel is to advise business how to operate in the public interest so that whitewashing never would be thought necessary.

"Freedom of the press," much discussed in theory, has another side that every working newspaperman feels with great personal interest. On the one hand is the broad, theoretical philosophy of freedom of the press with its own special literature, all expanding the brief mention made in our Constitution. Then there is the practical, working application of the theory that is the shield and sword for the newspaperman.

To the editor of the smallest country weekly, to the head of a great press association, and to every newspaper writer in between, freedom of the press means his personal right to write the truth as he sees it, and to publish it without fear of reprisal from any source.

It is a shield that gives the lowliest cub the jaunty independence of an autocrat. The eloquent Philadelphia lawyer, Andrew Hamilton, in his defense of John Peter Zenger, called it, "the liberty both of exposing and opposing arbitrary power . . . by speaking and writing truth."

Perhaps never since the jail door closed on John Peter Zenger have the liberties of the American nation been in such danger as they are today. Like all liberties, freedom of the press is in jeopardy so long as there are autocrats who would have the state make decisions for the people and so long as there is lack of faith in the common man's ability to reason and decide for himself what mantle he will wear.

THE public relations man has a special responsibility for the maintenance of a free press. If he does his job well, he then contributes to the truth, as a seeker of facts and as an interpreter of one large and very important segment of our American life.

I make these assertions for simple reasons:

1. His fight for free enterprise includes the publishing world as one part of the enterprise system.

2. His right to speak is his stock in

trade; the implement through which he most often speaks is the press; it must be free if his voice is to be heard.

3. By digging out the facts and making them available to the press, he assists the newspaperman in his search for the truth.

The public relations man exists because business needs some one who is expert to mirror public desires to business and to mirror business to the public. There are few businesses—small or large—which do not have at their head today men whose first interest, because they know it is the only way they can survive, is to operate in the public interest. They are dependent on a franchise from the people.

The public relations man should be able to tell the corporation head before he sets up a policy whether that policy is in the public interest, and he must be able to interpret it to the public as such.

BECAUSE business is complex and not easily understood the public must constantly be told why and how business operates as it does, why a particular policy is actually in the public interest. It is the public relations man's job also to couch business in terms the public will understand and to tell the public what is happening and why.

The public relations man, in these two ways, is charged with selling free private enterprise to the public.

In the days of the pamphlet press and the penny newspapers, publishing was a "shoestring enterprise," and had little respect from any source. Today, publishing is a giant enterprise, so large that starting a newspaper is a major operation almost impossible of achievement without the great resources of a Marshall Field.

But it is still private enterprise with keen competition. It is as subject to government encroachment, therefore, as any other private enterprise. And, because it is highly informed, it is more sensitive to governmental interference than most business. When the public relations man defends private enterprise, he defends the newspapers, a tremendous contributor to and beneficiary of the system.

The publisher's task is to produce a commodity, the newspaper. If government restrictions on the business of publishing a paper make it uneconomical to stay in business, then the freedom of the press is in danger just as any private producer is threatened when the government tells him how and what to produce in such manner that he can not operate efficiently. The newspaper suffers just as surely as though there were direct censorship.

It has been pointed out that one reason for the independence of American publishers is that there is a diversity of financial support coming from hundreds of unrelated advertisers. If by some quirk, newspapers were told that they could publish as they please when the rest of the enterprise system operated out of a Washington bureau, freedom would be a sham for the source of revenue, by necessity, would be solely from a government subsidy. A newspaper may be dependent on its advertisers, but it is independent of any one advertiser.

Every working newspaperman has learned through experience that responsible public relations men operate in his behalf by the very nature of their profession. Well-run, professional public relations organizations never attempt to high pressure newspapermen by citing advertising revenue the client is affording the paper. They offer solely to present their side of the case, producing facts as they

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Fort Worth Installed as Chapter

THE Fort Worth professional chapter, chartered by the 1946 national convention of Sigma Delta Chi, was formally launched in January with initiation of a dozen professional members and an inaugural ceremony at which B. C. Jefferson of Dallas, national executive councillor, presided on behalf of the national fraternity (Picture on page 11).

Jefferson, associate editor of the *Dallas Times-Herald*, headed a delegation of thirteen members of the Dallas Professional chapter, under whose wing the Fort Worth professional group, now headed by Walter Humphreys, past national president and editor of the *Fort Worth Press*, had previously operated. Fort Worth had long wanted its own chapter and the inauguration was an eventful occasion.

In the past, the Dallas chapter has initiated Fort Worth professionals. In the late thirties, the Dallas chapter pioneered the right of chartered chapters to initiate persons thought worthy of the fraternity and, as a result of that role in the fraternity's development, has grown to be one of the largest and most active professional groups.

In "fathering" the Fort Worth group and, now, in divorcing it to its own good resources in the west, Dallas members feel that they have carried out one of the fundamental aims of the fraternity.

Humphreys said he hoped Dallas members would be proud of Fort Worth's future record, and that he believed Fort Worth members capable of adding strength to the national organization. The Dallas delegation was headed by President Brad Mills.

Other officers of the new chapter are: W. L. Redus, editorial writer, *Star-Telegram*, vice-president; Jack Butler, *Star-Telegram* reporter, secretary; Willard Barr, editor, *Labor News*, treasurer; and Prof. J. Willard Ridings, TCU; James R. Record, managing editor, *Star-Telegram*; Bill Durham, regional editor, *Press*; Marvin Garrett, reporter - photographer, *Press*; and Bill Van Fleet, sports writer, *Star-Telegram*, directors.

Chicago Previews New Caniff Strip

CHICAGO area Sigma Delta Chi turned out 185 strong in January for a preview of Milton Caniff's new comic strip, "Steve Canyon," given at his easel by the cartoonist after a Headline Club dinner at the Stevens Building Restaurant.

It was an evening of doubles. Nearly fifty members of Sigma Chi fraternity were present to honor Milt Caniff who is both a Sigma Delta Chi and a Sig from Ohio State University. The toastmaster was Chet Cleveland, editor of the *Maga-*



NOW THERE'S PEACE IN TEXAS—It took Sigma Delta Chi to make Dallas and Fort Worth shake hands. Walter Humphreys (left), former national president and head of the new Fort Worth professional chapter, is congratulated by Brad Mills, president of the Dallas chapter which help inaugurate the new group.

zine of Sigma Chi and a former editor of *THE QUILL*, probably the only man ever to edit his professional and social fraternity magazine at the same time.

After reciting some of the birth pains of a new comic strip, Milt stepped to his easel and illustrated his talk with sketches of his new characters and cutbacks to his former strip, "Terry and the Pirates," now in other hands. He recalled some of his wartime experiences with "Male Call," done for the Armed Services around the globe.

Others who spoke included Marshall Field (Chicago Professional '45) who is featuring the new strip in his *Chicago Sun* and syndicating it through King Features, and several of a group of Chicago cartoonists who were special guests. The latter included:

Stanley Baer, who draws "The Toodles," and Rod Ruth, who writes his script; Dale Ulrey, creator of "Ayer Lane;" Walt Ditzen, creator of "Three Squares;" Ed Reed, of "Off the Record;" Jack Lambert, Frank Martineck, Wally Carlson, George Sixta, Jo Fisher, and Dick Calkins, creator of "Buck Rogers."

William B. Ray, manager of news and special events for the National Broadcasting Company, was elected president of the Headline Club for 1947. Russ Stewart, general manager of the *Chicago Times*, was elected first vice-president; Everett Norlander, managing editor of the *Chicago Daily News*, second vice-president; and Victor E. Bludorn, national executive secretary of the fraternity, secretary-treasurer.

North Dakota Pledges 'Em Between Assignments

AT Grand Forks, N. D., the undergraduate chapter favors as members students who indicate they're going to become newspapermen in a very definite way.

When the University of North Dakota chapter elected Leslie Gruber to membership in January, he was unable to show up for formal pledging. But the chapter was more than willing to excuse him—he was called out on his part time job with the *Grand Forks Herald* to cover a train wreck at Crary, N. D.

Initiated were C. J. Barry, Don Loepp, and Calvin Dickie. New pledges in addition to Gruber are Robert Lakkason and Thomas Smith.

The chapter is making plans to stage its annual all-campus variety show, the Flickertail Follies, on April 18 and 19 and to observe the 25th anniversary of its establishment on the UND campus on April 7.

Money for Montana

THE Montana State University chapter reports that it won't have to scrape the barrel for money to send a delegate to the next national convention.

The chapter has launched a clipping bureau and boasts four accounts with more to come, with visions of being the most solvent organization on the campus.

This Pasture Is Greener

Agriculture: New Field For Young Journalists

By LEROY ALLMAN

ARE you getting tired of your old job? Do you cover the same beat every day, see the same faces and try to wrestle the courthouse out of a story or two?

If all this is happening to you, the chances are a look into greener pastures will inspire you. These greener pastures can be provided through an investigation of the possibilities of agricultural journalism. Here is a field which is comparatively new. At present there are more openings for positions than there are men to fill them.

A college degree in agricultural journalism is not required to fill these jobs. If you are working on a small daily or weekly newspaper the chances are that you have had ample training to fill a good job in agricultural journalism. The contacts made with the rural community help to establish qualified men in paying positions.

Perhaps you are the farm editor of the newspaper. Your job then gives you excellent experience for a position in the new field. For example, at one of the recent livestock shows, a metropolitan paper sent one of its young reporters to write the story.

The reporter, being city-bred, was a sucker for misleading information given to him by the members of the stock show. In the next edition of the paper a picture of the grand champion steer appeared. Under the picture a story said that Walgo, the steer, was a lineal descendant of a previous grand champion Hereford steer.

THE chances for advancement and the working conditions in the field of agricultural journalism are better than those offered in most other fields of journalism. Instead of being tied down to the same job day in and day out the worker in agricultural journalism investigates new places.

The working conditions are much more enjoyable in that the hours kept by agricultural journalists are different than those of regular journalism. Covering special events connected with agriculture provides many changes in the schedule.

In the words of Ralph R. Lashbrook, head of the department of journalism and printing at Kansas State College, "almost every third graduate from the journalism department at Kansas State has sooner or later turned to the field of agricultural journalism."

Professor Lashbrook adds, "many of the men being graduated from the department don't turn immediately to the field. Sometimes it takes them from two to eight years to realize the opportunities offered in agricultural journalism."

If you are in a position to be familiar with any part of work connected with agricultural journalism, then your chances are that much better. Job opportunities



LeRoy Allman

continue to pour into departments of journalism. Sometimes as many as two or three letters a day are received by the heads of these departments. These letters are from employers who want to hire men for jobs in agricultural journalism.

Of the thirty-three accredited journalism schools in the United States only a comparative handful teach courses related to agricultural journalism. Within these colleges and universities a small percentage of the students are graduated each year in agricultural journalism.

At Kansas State College there are fourteen students now enrolled in the comparatively new curriculum. Thirteen men and one woman comprise the total enrollment in the new course.

WALTER MARTIN, a journalism graduate of Kansas State, recently made a survey of the students who have graduated from the college in journalism. Of the total number of men graduates twenty-four per cent had turned to agricultural journalism. Work in advertising took another twelve per cent. Trade publications have taken thirteen per cent of the men. The remainder of the graduates have entered the fields of radio, public relations or teaching and administration.

These percentages show other possibilities in the new field. For example, of the graduates in journalism at Kansas State, several have ended up in the department of agriculture. Since 1920 every director of the information service of the United States Department of Agriculture has been a college graduate. These graduates switched to the agricultural journalism field and proved that a degree in agricultural journalism is not required to be successful in the work.

Of the many letters received wanting job applicants from Oregon comes a letter, "We plan to add to our staff and need someone who is capable of handling extension service news material in weekly and trade publications . . . and help lead the clinics on new materials and preparations of press relationships with county agents . . . edit radio scripts . . . assist in the preparation of official reports . . . we are prepared to pay \$3,800 to \$4,000 per year."

INTERESTED in advertising and agricultural journalism? From a trade magazine in Chicago comes, "I am looking for a young man who is qualified to handle the advertising and publicity work for us. . . I thought you might know of some returning serviceman who would be qualified to handle this job. . . salary about \$3,800 per year."

"God, send us men, tall and strong," begins a letter from a college in Washington, "they need not be strong nor tall but qualified to serve as editor of our

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SPECIALIZED fields of journalism have a strong appeal for the current student who is more than likely to be an overseas veteran with an eye to the best chance and fewer illusions than his predecessors. A few state colleges such as Kansas have pioneered a special pattern for training agricultural writers, editors and publicists.

LeRoy Allman, a Kansas State Sigma Delta Chi, draws on his college's experience in this field for this article. And he means no pun when he sizes up agricultural journalism as a possible "greener pasture."

Now a junior in industrial journalism, LeRoy has crowded in more than half a standard undergraduate course since he went from the European Theater to the Manhattan campus in June, 1945. He had served three and a half years in the Army, nearly three of them overseas.

Before war and college, he managed the Bushton News, a weekly in Central Kansas. At Manhattan he kept his hand in by business managing the Collegian. He is now assistant editor.

Promoter Plus

Big Names Are Where He Finds'em

By ROBERT S. GAMZEY

EDDIE CANTOR . . . Danny Kaye . . . Jimmy Durante and Gary Moore. . . That's the parade of stars brought to Denver in the past two years by Max Goldberg, the Sunday Post's "Side Street" columnist who is acquiring a reputation from Manhattan to Hollywood as a young man who gets around and pulls rabbits out of the hat.

To land a big-name attraction for a charitable event in Denver is to hit the jack-pot in the zany business of promotion. And Max did it not once, but three times.

How he induced Cantor, Kaye and Durante to lend their prestige and pulling-power for the advancement of local causes is a Horatio Alger story embellished with names that make news the world over.

The story begins with the death of Denver's picturesque Major General Maurice Rose, commander of the Third Armored Division who was shot down by an unchivalrous foe after he had been trapped and forced to surrender near Paderborn, Germany, on March 31, 1945—just twenty-eight days before victory in Europe.

Rose was a soldier's soldier, a tank corpsman whom smart war correspond-



SHAKE HANDS OVER GOOD CAUSE—Danny Kaye of the movies encounters Max Goldberg of Denver and becomes another rabbit out of the promotion hat that is making the General Rose Memorial Hospital a reality.

ents were watching long before his final drive into Germany and his untimely death made him a front page figure. Denver people promptly conceived the idea of founding a nonsectarian hospital as a living memorial to him.

It was decided to launch a campaign for funds with a \$1,000 a couple dinner at the Cosmopolitan Hotel. A big name

movie or radio celebrity was needed to highlight the dinner. Goldberg, 36-year-old newspaper publisher and advertising agency owner, publicist and columnist, headed for New York on a big name hunt.

The mission couldn't have been more badly timed if it had been planned that way. On the day before the hospital emissary hopped the streamliner east, Franklin Delano Roosevelt died. The press and radio, for which an illustrated life story of Gen. Rose had been prepared, had a far bigger story.

Undismayed, Goldberg entered the maze of theatrical contacts that would lead to a star for the Rose hospital dinner. A chance meeting on Times Square with a Denverite, Max Fiedelman, led to Jack Gerstein, attorney for Phil Baker.

Wrangling an invitation to Baker's home, Max interested George Gordon Battle, well-known lawyer, and Emil Friedlander, costume and scenery magnate, in the Rose Memorial cause. Friedlander made a date for the Denverite with Billy Rose.

Billy, the mighty mite of the show business, wired Irving Berlin, Orson Welles, James Cagney, Humphrey Bogart and Spencer Tracy. But all had other commitments preventing them from going to Denver.

Rose paved the way for the first national publicity stroke for the Memorial by talking to Denver-born Paul Whiteman about a "plug" on his "Hall of Fame Hour."

WHITEMAN'S radio appeal for support of the Memorial spotlighted the campaign momentarily, but that star for Denver was still a mirage. Weeks passed, and the Goldbergian shoe soles were well-worn from pounding the side-

PROMOTION, as ex-sports writer Robert S. Gamzey comments in this ringside account of Max Goldberg vs. New York and Hollywood, is a zany business. In Max's case, it was zany with a fine purpose, a practical memorial to a great soldier. The purpose is now on its way to reality in steel and concrete. Behind the promotion lies this story of a promoter who wouldn't take no for an answer.

The man who tells it may be forgiven an obvious pride in the job that was done for narrator and promoter are friends and partners. Gamzey is editor of the Intermountain Jewish News, which claims more than 75 per cent of Denver's Jewish families as readers, and Goldberg is publisher. Bob is an ex-Denver Postman and Max still writes a column, "Side Street," for its Sunday edition.

Bob was a Sigma Delta Chi at the University of Colorado where he edited the Silver and Gold and did "string" for the Associated Press. After his graduation in 1932, he covered sports for the Post, did a hitch as state editor, worked as reporter, rewrite man and copyreader.

With Max, he took over the Intermountain News in 1943. The pair report circulation better than quadrupled and Bob first vice-president of the American Association of English-Jewish Newspapers.

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W. H. Hornby

EARLY returns are in on the use of radio-telephone connecting city desks with cruising staff cars.

In San Francisco, for several months, news executives of four competing dailies have been in constant touch with reporter-photographer teams on assignment, and, although the project is still considered experimental, new patterns of reporting and editing are already evident.

On the San Francisco waterfront, scene of some of the hottest copy fed into Bay Area news desks in recent years, a group of strikers were demonstrating in front of an employer's office.

A San Francisco *Examiner* radiophone team watched the demonstration. While the photographer was busy taking pictures, the reporter used the radiophone to interview both the besieged employers and, later, labor union officials directing the strike from their office.

In this way an eyewitness story of the demonstration together with "inside" angles was wrapped up and phoned into the city desk from the scene of the newsbreak.

CERTAINLY no one in San Francisco newspaper work thinks the hallowed reporting combination of two legs plus a phone slug is on the way out. But the results of tests of radiophone have convinced officials of the Pacific Telephone and Telegraph Company that the new service is a permanent addition to its communications menu.

And the favored few among reporters and editors who have used radiophone are talking it up. In one case a reporter-photographer radiophone team drove up to the scene of a murder in time to have an eyewitness describe the event directly to the rewrite man. That is communication!

Here's the set-up as worked out in a San Francisco trial period which began in October. French handsets were installed on the dashboards of four cars, one for each of the four San Francisco dailies, the *Chronicle*, *Examiner*, *Call-Bulletin*, and the *News*. (The latter joined the experiment toward the end of the period.)

Twenty-five watt transmitters in the cars send the reporter's voice to the nearest of six receiving stations spread throughout the city area. These receivers

San Francisco News Pattern

Radio-Phone Links Editor and Reporter

By W. H. HORNBY

relay the message through regular telephone central switchboards to any number called by the reporter.

When the city desk wants the field team, it calls a special number by regular phone. The answering operator switches the call to a 150-watt transmitter. Out through an antenna 500 feet above street level goes the message to the radiophone car desired. A light flashes on on the dashboard, a bell rings, and the hapless reporter is again in the clutches of his boss.

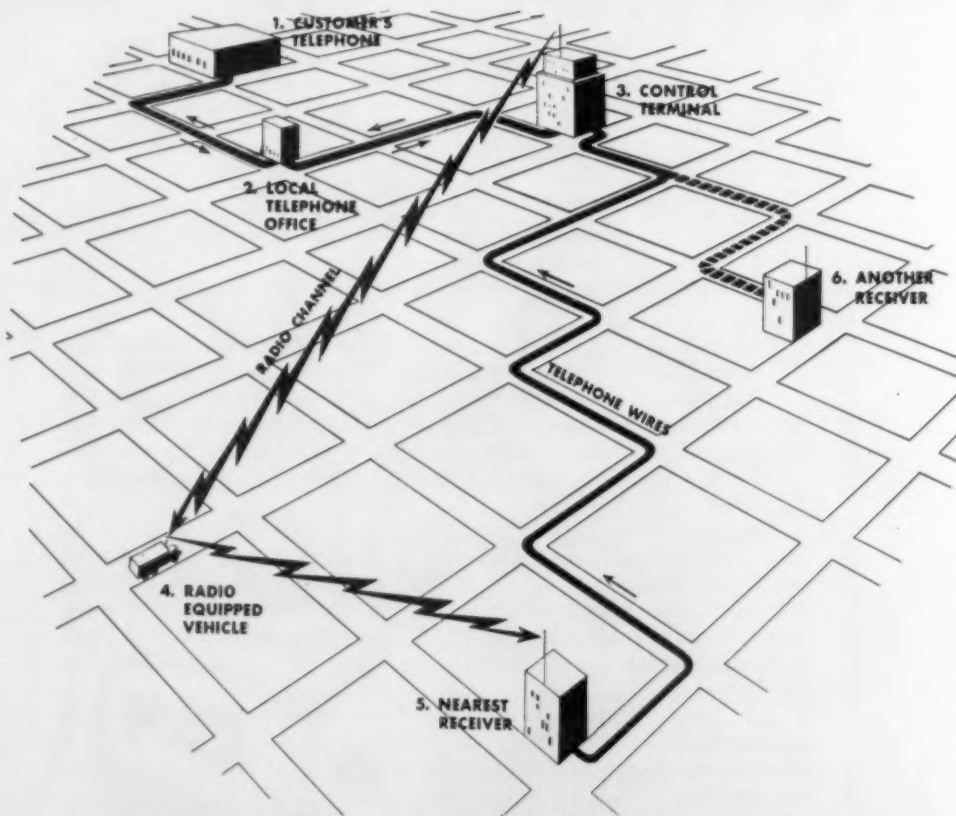
OF course telephone company Aladdins don't rub this newfangled lamp for nothing! On top of an installation charge of \$25, there is a \$22 monthly rental. Messages cost 30 cents each, and most papers are running well over the minimum monthly message charge of \$7. A newspaper placing 10 radiophone calls

a day on a six-day week would thus add \$1153 to the yearly budget.

In addition, there is the large initial cost to the telephone company offering the service. These factors would seem to limit radiophone for some time to come to larger-budget dailies in urban centers where competition allows additional expense for reporting speed.

However, like other forms of communication, more users will cut the per-capita costs. When doctors, delivery trucks, and wealthy gadget hounds begin to use radiophone, the costs to newspapers will come down. The above cost schedule was put into effect for a few users on a trial basis.

Only a single 50-party radiophone channel is at present in operation in San Francisco. In effect this puts all radiophone users, including the competing dailies, on a party line. Each may listen in on radio-



RADIO-PHONE ON THE BEAT—The city desk (1) sends messages by regular phone (2) through a central antenna (3) to roving reporter-photographer cars (4). The cars can reach the desk (or any number) by phoning a message to six receivers (5 and 6) throughout a 50-mile radius. The receiver transmits the story to a central office (1) through a central switchboard (3). (Diagram by Pacific Telephone & Telegraph.)



FROM DASHBOARD TO CITY DESK—Robert W. De Roos (Stanford '34) and Photographer Ken McLaughlin (right) make contact with the city desk of the San Francisco Chronicle with a radio-telephone setup installed by the Chronicle and three other San Francisco dailies.

phone conversations placed by another.

This disadvantage has forced some reporters to work out fancy codes for use with their city desks. Others are smarting under phone company order to pretty up their language, for newspapers aren't the only radiophone users.

Then, too, there is the limitation of transmitting radius. The San Francisco set-up covers a 30-mile radius from city center. This does not put radiophone reception much beyond the public nickel phone area, or into the remoter surrounding hills where many crime and accident stories break.

Those are all technical disadvantages which should disappear as radiophone matures, their presence keeps papers not graced with the new service well in the running. From the city editor's point of view these technical limitations make radiophone not an essential item but a welcome extra insurance for coverage on fast breaks.

PICTURE-PAGE editors are warm advocates of the new device. They can hold their pages open longer for reports from roving cameramen. A word on the phone tells whether or not a possible shot is worthwhile. All four San Francisco papers are noted for photographic coverage, and radiophones have all gone to photographers' cars first.

From reporters who have used radiophone the reports are unanimously "pro." The disadvantage of being continually under the desk's thumb is outweighed by the saving in leg power. The reporters are getting more stories, more fully covered, in less time.

There are personal advantages too. To top the list, Ken McLaughlin of the *Chron-*

RADIO-telephone hookup between roving reporters and newspaper desks is already affecting the news pattern in San Francisco. Bill Hornby reports from a ringside seat as a Stanford graduate student.

It means constant contact between reporter, photographer and editor, first hand color for the rewriter with no loss of time, the mobility that is as important to news battles as to military ones. Tried on metropolitan newspapers elsewhere, it has had a real test by four Bay Area dailies.

Bill, who is president of the Stanford chapter of Sigma Delta Chi, returned to college after three years in the Signal Corps. He served, he reports, in Missouri, India and China, gaining perspective on the world as a pole lineman. Towards the end he was allowed to climb down and help edit the China edition of *Stars and Strips*.

He is married and reports his other principal interests as the Far East and editorial page planning and production.

McLaughlin had his wife and the radiophone car in across-the-bay Oakland. The family's expected heir decided to arrive.

Ken's dash by car across the Bay Bridge was highlighted by a running radiophone conversation which had the doctor waiting on the hospital steps when the McLaughlins arrived. Results: an 8-pound daughter and a new supporter for radiophone.

Though these early returns are necessarily sketchy, some new patterns in reporting and editing are visible enough to merit thought.

IN addition to speedier coverage, there will be more exclusive stories. Reporters working from a private car will not be under the eagle-eyed scrutiny of rivals which is the lot of any reporter working out of city hall or the police station. Many "beats" will result from one newspaper's having a radiophone car a few blocks from a newsbreak just before deadline or where no other phones are nearby.

There will be more eyewitness content in stories. Reporters will be able to feed rewriters a running commentary on fires, accidents, rescue operations, and all the other newsbreak scenes which they previously might have left for some length of time to find a phone and turn in a fragmentary account.

Rewriters will become even more important in the production of a story. They will be able to talk directly to witnesses and officials on the scene of a newsbreak. The reporter of the future with his car radiophones and/or "walkie talkies" might become little more than a mechanism for placing gifted rewriters in contact with the actors on the scene of a

[Concluded on Next Page]

Big Names

[Concluded from Page 7]

walks of New York in days and nights of contacts that led nowhere.

Returning to his hotel room at midnight after a grueling and discouraging day of calls, the man on a mission spotted a sports page item that his good friend, Commander Jack Dempsey, had come back from Okinawa.

Parking himself in the lobby of Dempsey's hotel, Max waited for hours until he could collar the old Manassa Mauler and sell him on the idea of returning to his home state to honor a Colorado hero.

Dempsey took Goldberg, a former sports writer, to a luncheon of boxing writers, where he met Mike Jacobs' radio publicist, young Irwin Rossee. Rossee, hearing the story of Gen. Rose and the hospital, asked: "How would you like to bring Eddie Cantor to Denver?"

"Terrific!" was the reply, and Rossee that afternoon set the wheels in motion for Cantor's appearance. He called NBC's publicity chief, Sid Elges, who in turn phoned Cantor's press agent, Mack Millar.

The hospital founders in Denver adopted Goldberg's suggestion of offering Cantor the first annual General Rose Memorial Medal for Humanitarian Service in recognition of his travels to entertain servicemen and wounded veterans.

CANTOR, reached by phone at Palm Springs, Calif., liked the idea of memorializing the Denver rabbi's son who rose from private to general and led the first American tank column into Hitler's Reich.

The pop-eyed comedian inspired a memorable turnout at the Silver Glade, spoke on an NBC hookup arranged by Max, and extracted an additional \$100,000 from his admirers after they had already given \$400,000 to see him in person.

As a result of Senator Ed C. Johnson's cooperation, Goldberg was able to get Gen. George C. Marshall, then chief of staff, and Gen. Hodges, to send tributes to Gen. Rose on the occasion of the kickoff dinner.

The late Damon Runyan interviewed Max in New York and in plugging what he termed "one of the most commendable undertakings of the day," wrote the following:

"Max Goldberg, who is president of the B'nai B'rith lodge in Denver and publisher of the *Intermountain Jewish News*, spent the past few weeks in New York City in the interests of the dinner and mustered considerable support of one kind and another, including the personal interest of numerous former Denverites."

AMONG the ex-Denverites aiding the cause were John P. Lewis, managing editor of *PM*, and Glen Neville, executive editor of the *New York Mirror*, who were swayed by the super-salesman from Denver to publish editorial appeals in their newspapers for New Yorkers to send contributions to the hospital's headquarters.

Look magazine also printed a similar appeal, and the New York press in general was generous with space for such Rose Memorial events as a Goldberg-staged Waldorf-Astoria luncheon at which Gen. Rose's soldiers presented \$30,000 to the memorial. Mayor La Guardia received the Division's representatives on



Robert S. Gamzey

City Hall steps to the flashbulbs of the metropolitan press.

"We the People" had Max on its CBS network program receiving the \$30,000 check on behalf of the hospital from Col. John A. Smith Jr. of the Third Armored "Spearhead" division.

LAST spring, when the Rose Hospital committee, headed by President Maurice B. Shwyder, wanted another fund-raising dinner and another big attraction, Max hopped a plane to Hollywood and in a week arranged a luncheon date with Danny Kaye.

Just as the young man from Denver sat down to lunch on a movie-set with the Wonder Kid from Brooklyn, Goldberg's nose started to bleed and no amount of handkerchief dabbing would halt the embarrassing flow. The red-faced guest was hustled off to a first-aid station on the Goldwyn lot, and not until Kaye was on his dessert did Max return convinced the interview was ruined.

Danny quipped "Maybe I shouldn't come to Colorado—I might get a bloody nose!" But, like Eddie Cantor, he succumbed to Goldberg's entreaties. He came and incidentally received the second annual Gen. Rose medal for entertaining GIs.

Kaye's name attracted a capacity crowd in the Shirley-Savoy Hotel at \$100 a plate, and his one-man show here will long be remembered. The hospital campaign has raised nearly \$900,000, and construction is starting at Tenth avenue and Bellaire.

WHEN the March of Dimes committee looked around for someone to bring an attraction to Denver this winter they picked the man who landed Cantor and Kaye.

Goldberg again took himself to New York, and using the contacts he developed on his Cantor mission, reached Durante and induced the "Schnozzle" to bring his troupe to Denver for the infantile paralysis fund.

Durante and Garry Moore brought their radio show to Denver last month and put on their national network program from the stage of the City Auditorium. The March of Dimes marched on to more dimes and the radio celebrities got a citation too, for charity in Denver, this time from Colorado's governor, W. Lee Knous.

And back of the governor's role in the promotion lay the trail of still another Goldbergian enterprise. His agency was called into the campaign last Fall to master mind an eleventh hour educational drive for Knous. And Knous, a Democrat, was the only Democrat to unseat a Republican governor that November of unhappy memory to Jeffersonians.

Agriculture

[Concluded from Page 6]

experiment station publications and to prepare agriculture releases . . . we would like to find someone who is at home in the agriculture and journalism field . . . salary would be in the neighborhood of \$3,200 a year."

A trade publication in Pennsylvania has this to say: "We want a man to whom we can offer at least \$3,000 as a starting salary, but I might mention that we have made offers of as high as \$4,500 to men who have writing ability and a knowledge of the poultry industry."

These and thousands more letters seeking men in agricultural journalism are on file in almost every college or university that has a journalism department. If you are tired of the job you now have, why not take a look over on the other side of the fence and see what they have to offer? The chances are good that you might find something in the other pasture.

Radio-Phone

[Concluded from Page 9]

story.

The rewriter of the future will be getting an increasingly better picture of a newsbreak and a correspondingly increased part of the actual writing of the newspaper may fall to him.

PHOTOGRAPHIC coverage should be even faster and more thorough than it is now. Photographers will get to the big fires while they're still big, to the murders and wrecks while they're still gory, and to rescues still in progress.

And perhaps most important of all, editors will be perpetually covered in that nightmare situation when a big newsbreak comes to an empty newsroom.

These are all reasonably good guesses on the basis of the first uses of radiophone by San Francisco dailies. Returns will continue to flood in from all points of the country.

"Of Rice and Men"

ASIGMA DELTA CHI is the author-editor of a new book, "Of Rice and Men," which deals with American prisoners of war. He is Ellsworth Chunn (Northwestern '38), now assistant professor of English and journalism at the University of Tulsa.

"Of Rice and Men" is made up of contributions which prisoners of war composed during their three and a half years of torture in the Far East. Prof. Chunn—then a major of infantry—and his associates made actual photographs of prison atrocities with a concealed camera.

Before the prisoners were taken to Japan, they buried their manuscripts. Following liberation, they retrieved some of their work and Chunn compiled the book.



NEW CHAPTER INITIATES DOZEN MEN—Twelve professional members were initiated at the inaugural meeting of the new Fort Worth chapter. Left to right (standing), are Jack Gordon, amusements editor, Fort Worth Press; Sam Braswell, public relations director of Texas Wesleyan College, Fort Worth; George Bevel, reporter, Fort Worth Star Telegram; Guy Witherspoon, public relations counsel, Fort Worth; C. L. Douglas, managing editor, Fort Worth Press; Cullum Greene, city editor, Fort Worth Star Telegram; W. F. Sherrod, acting assistant city editor, Fort Worth Press. Sitting: W. N. Furey, editor, Hillsboro (Tex.) Mirror; James A. Byron, news director Radio Stations WBAP-KGKO, Fort Worth; John Sparks Jr., oil editor, Fort Worth Star Telegram; Henry Biederman, editor, The Cattleman; Tarleton A. Jenkins, director of information, regional offices U. S. Soil Conservation Service, Fort Worth.

Publicity

[Concluded from Page 4]

see them, helping the newspaperman to reach the truth.

It still remains for the newspaperman to evaluate the work of the public relations man, and to judge his stories alongside the news that is derived from other sources. If it fails to measure up, it does not reach print.

Because the ethical public relations counsel is pledged to the maintenance of free enterprise as an essential component of the American system, he has a special interest in arguing for the free press. For the free press alone gives him an opportunity to be heard, and without a free press there can be no assurance of truth anywhere.

The right to be heard is the major stock in trade of public relations counsel, and while he can and does use pamphlets, the advertising columns, radio, speech and countless other means of reaching large numbers of people, none of these can be truly free if the press is not.

AS I have said before, the public relations counsel is a working servant of the press in that it is his duty to help the interested reporter or editorial writer find the truth. No newspaper can or would hire a sufficient staff to cover all the areas of news open to it.

Public relations counsel enables the newspaper to cover more ground and to cover important sources of news more

thoroughly by facilitating the flow of facts from the offices of business and trade associations. He educates business and industry to leave their doors open to the press, to be ready with newsworthy comment on any issue with which they are properly concerned at any time of day or night.

Above all, because he is versed in newspaper ethics and practice, he labors incessantly to establish the value of adherence to the truth, guaranteeing the statements and claims made for business by his organization with his own reputation and, indeed, his career. He has learned well what Emerson meant when he said to a literary quack:

"Don't say things. What you are stands over you the while and thunders so that I cannot hear what you say to the contrary."

Wins Flying Cross

William Clifford McDowell (Stanford Professional '38) now manager of the San Francisco bureau of *Acme Newspictures* and *NEA Service*, has been awarded the Naval Distinguished Flying Cross for volunteer service as navigator of a torpedo plane in action against the Japanese over Kure harbor in July, 1945. McDowell, who left the Navy with the rank of lieutenant-commander, also won the Naval Air Medal with Gold Star and the Commendation Ribbon for flights over Okinawa and Japan. Before the war he published papers in Alameda and Turlock, Calif., and Eugene, Ore.

Thackrey Secretary of College Group

RUSSELL I. THACKREY (Kansas State '26) has become executive secretary and Washington representative of the Association of Land Grant Colleges and Universities. He had been dean of administration of and director of the summer school at Kansas State College since his release from the Navy where he served as a lieutenant on a carrier in the Pacific theater.

Thackrey's appointment as dean of journalism at the University of Oregon, to take effect next July 1, had been previously announced but he resigned this position to represent the college association which includes at least one institution in each state or territory. He taught journalism at his Alma Mater, where he held a professorship, and at the University of Minnesota, worked for the *Associated Press* in Kansas City and Jefferson City, Mo., and edited the *Kansas Magazine*.

Marvin E. Spicer (USC '38) is western press representative for Western Air Lines. A former reporter for the Los Angeles *Herald Express* and *Examiner*, he was a Naval lieutenant during the war.

Hillier Kriegbaum (Wisconsin '26) has joined the University of Oregon journalism faculty as an associate professor after 10 years with the *United Press*, teaching at Kansas State College and four years' Naval service.

THE BOOK BEAT

By DICK FITZPATRICK

CENSORSHIP by using common sense was the key to the operation of the Office of Censorship in World War II, according to Theodore F. Koop in "Weapon of Silence" (University of Chicago Press, \$3.50).

In ten or twenty years when students are doing theses on censorship, Koop's 304-page book will be a primary source. He was successively special assistant to OC Director Byron Price, assistant director in charge of the Press Division, and director during its liquidation period.

"Weapon of Silence" is an honest and dispassionate statement of the historical development of censoring communications in the United States and the additional steps or innovations in "blue penciling" required by a modern world.

The first 147 pages tell the absorbing story of mail and cable censorship. It was through leads uncovered by mail censors that many Nazi agents were caught and much worthwhile information was kept from the enemy.

KOOP begins the third section of the book on press and radio censorship with a brief and amazing history of censorship in America. General Sherman of Civil War days said that reporters were in the same category with spies.

Koop relates that during the Civil War twelve Washington correspondents and a major general signed some resolutions which were the first attempt at voluntary censorship, though they actually did little good since these few reporters could not bind the press of the nation. Frequently, mobs would wreck newspaper offices when the people felt papers were giving information to the enemy. In those days, even top secret plans were printed if a reporter could—and they often did—secure them.

World War I saw the establishment of the Creel Committee which handled both propaganda government publicity and censorship. This combination was avoided fortunately in this war by the creation of Elmer Davis' Office of War Information to coordinate government publicity and handle foreign broadcasts.

Voluntary censorship started informally about a year before Pearl Harbor. Secretary of the Navy Frank Knox—who was publisher of the *Chicago Daily News*—sent a letter to editors requesting that certain information about the Navy not be published.

Koop also discusses many top stories that were kept secret for a while and some of the slips that took place. There were only a few cases of deliberate non-compliance with the press and radio codes, according to the author.

Koop closes his book with a bitter complaint about some peacetime censorship measures in connection with the atomic bomb. Since control is now in a civilian group—one of whom is a Pulitzer Prize winning editor—fears about the military are seemingly unwarranted.

This book is a valuable contribution to both the history of journalism and the subject of censorship. It is written in a lucid and interesting style. Reading the book will be absorbing, instructive and profitable for all newsmen.

Public Opinion

ONE can gain an excellent familiarity with the field of polling public opinion in "How to Conduct Consumer and Opinion Research: The Sampling Survey in Operation" (Harper & Brothers, N. Y., \$4.00).

Edited by Dr. A. B. Blankenship, the book contains 22 articles by as many contributors on the uses made of surveys. Several articles deal with radio research while another tells how OWI surveys were used to help solve some governmental informational problems.

The best article in the book is the last one entitled, "Trends In Public Opinion Research." These fourteen pages are one of the most complete and accurate summaries available.

In "American Foreign Policy in the Making, 1932-1940" (Yale University Press, New Haven, Conn., \$4.00), historian Charles A. Beard presents an exhaustive study of official statements and speeches made about foreign policy to the American people before the war. It is one of the best studies of public opinion made in recent years.

This "study in responsibilities" indicates that Congress did not hinder the preparedness program from 1932-40, but that the Democrats—including President Roosevelt—were also isolationistic in word and deed.

The book merits study by persons in the journalistic fields. It is a thorough job though one can rightly doubt its complete objectivity.

Serious Side

FOR newsmen who cultivate their serious side, some good books have been published recently.

Many journalists keep telling themselves that they are going to read the "great" books. But they seldom buy the books and read them. Besides, that's a lot of reading.

For the most sincere of this group, the announcement by Doubleday & Company, Inc., New York, that they will publish 68 classics in digest form in 6 volumes covering philosophy, economics, history, science, autobiography, and government should be good news.

The first of the series to come to this reviewer is "Masterworks of Philosophy" (Doubleday & Company, Inc., \$4.00). This 757 page book contains 11 digests, an introduction and sketches of the greats.

The works are Plato's "Dialogues," Aristotle's "Ethics," Bacon's "Novum Organum," Spinoza's "Ethics," Locke's "Concerning Human Understanding," and Kant's "Critique of Pure Reason," Schopenhauer's "The World as Will and Idea," Nietzsche's "Beyond Good and Evil," James' "Pragmatism," and Bergson's "Creative Evolution." The five-page introduction serves to tie these eleven works together.

This is one of the best books published for a newsmen's library.

The digests are long enough so that little or nothing of the essence of the author's work can be lost. No recommendation, however laudatory, is too strong for this book.

Another noteworthy book is Joseph Clawson's "Psychology In Action" (The Macmillan Co., N. Y., \$4.00). For those who have never studied psychology or who would like to tie their knowledge together, read this 289-page book.

It is easy to read. The important principles are presented in numerous charts. The whole system is presented at the end in a 12-page analytical outline of principles.

Clawson's approach to psychology should be investigated by anyone who works with public opinion—either by influencing it or analyzing it.

JAMES FEIBLEMAN in "The Theory of Human Culture" (Duell, Sloan & Pearce, Inc., N. Y., \$5.00), urges the uniting of philosophy and the social sciences so that we can have an understandable and meaningful theory of culture. The book is not easy reading, but it is very rewarding.

Unfortunately, few essays are published these days. But essay lovers can be grateful for "A Century of the Catholic Essay" (J. B. Lippincott Co., Philadelphia, \$3.50). This collection of 44 essays includes work of Chesterton, Belloc, Noyes, Cardinal Newman, Francis Thompson, Finley Peter Dunne, and other top-notch writers. The selection by the Rev. R. H. Gross is superb.

In "Ideas Have Legs" (Coward-McCann, Inc., N. Y., \$2.50), Peter Howard, ex-British athlete and former columnist for Lord Beaverbrook's papers, urges the world to give up the "gimme" philosophy. The book tells of his desertion of materialism for the principles of the Moral Rearmament Group.

In Passing

BASIL HEATER, son of the hair-raising radio commentator, tells in his first novel—"The Dim View" (Farrar, Straus & Co., N. Y., \$2.50)—of mens' reactions under fire on P-T boats, of reserves' resentment of regulars, and of an American officer's life with an Australian girl. It's fast moving, hard-hitting and good reading.

An excellent satire on enlisted man-officer relationships is "Francis" (Farrar, Straus & Co., Inc., N. Y. \$2.50) by David Stern of the Philadelphia *Record-Camden Courier Post*. It is one of the funniest of the year. It deals with a talking mule.

"My America in Cross Word Puzzles" (John C. Winston Co., Philadelphia, \$1.50), by E. D. Francis, is a collection of 48 puzzles in the form of and about each state. It is intended for children, but it will stump many adults.

Max White in "How I Feed My Friends" (Duell, Sloan & Pearce, Inc., N. Y., \$2.00) gives 100 recipes that he uses at his famous Sunday night dinners. Some of those dishes sound out of this world and when reading White's commentary on them you know they are.

However, on chile con carne, he could have done much better. Any Texas newspaperman can give you a much better recipe. But for 99 superb dishes, get "How I Feed My Friends" and you'll have fine reading and good eating.

William C. Bequette (Montana '41) went from *United Press* rewrite in Portland, Ore., to become news editor of the *Pendleton East Oregonian*.

Arthur Stokes (Stanford '39) has been promoted to the editorship of the *Burlingame (Calif.) Daily Advance*.

THE QUILL for February, 1947

WHO-WHAT-WHERE

FEATURED speakers scheduled for the 19th Annual Georgia Press Institute late in February included James R. Young (Indiana Professional '39) Far East correspondent and author of "Behind the Rising Sun." Jimmy Young, who was for 13 years Oriental director for *International News Service*, covered the Bikini atomic bomb tests last summer for the American Broadcasting Company. He is now on a lecture tour. The institute is sponsored by the Henry W. Grady school of journalism at the University of Georgia.

James Bettie (Iowa '30) of Cedar Rapids, Iowa, has been named associate editor of the *Typographical Journal*, official paper of the International Typographical Union. The *Journal* is a monthly publication with headquarters at Indianapolis.

Cy Kneller (Syracuse '24) editor of *Radio and Television Weekly*, national trade publication covering the radio industry, has been elected vice-president of that publication. Before joining *Radio and Television Weekly* in 1928, Mr. Kneller was on the staff of the *Newark Evening News* and later with the Curtis Publishing Co.

Lauren Soth (Iowa State '32) staff member of Iowa State College, left February 1 to join the editorial page staff of the *Des Moines Register & Tribune*.

Alfred O. Gray (Wisconsin '39) who during the war was historical editor of the *European Theater Ordnance History* is now head of the department of journalism at Whitworth College, Spokane, Washington.

George C. Betts (Louisiana State Professional '39) former editor of the *Martins Ferry, Ohio, Times-Leader*, has been appointed acting assistant professor of editorial practice in the Syracuse University school of journalism for the spring term. Until last December he was press officer for the United States state department mission in the Philippines. At Louisiana State University he served as assistant sports publicity director during 1936-37. He was Baton Rouge correspondent for the *New Orleans States* and read copy for the *Chicago Herald-American*.

Edwin M. Harbordt (Missouri '46) has been appointed to the United States Foreign Service and received his first assignment to the embassy at Belgrade, Yugoslavia.

C. J. Medlin, faculty sponsor of the Kansas State College chapter, is the author of "Hints for Yearbook Editors," a booklet recently published by the Kansas State journalism department. A nationally recognized authority on yearbook preparation, Medlin is graduate manager of publications and an assistant professor of journalism.

Neil W. Kimball (Missouri '16) is director of public relations for national headquarters in Washington, D. C., of the Veterans of Foreign Wars. He will direct an enlarged program of V.F.W. press, radio and magazine coverage. An overseas sergeant in World War I, Neil served as a colonel on the staff of Maj. Gen. Hershey in the World War II.

THE QUILL for February, 1947



James R. Young

Edward Y. McNamara (Marquette '33) is advertising manager of Overman & Company, big manufacturer of work clothing with headquarters at Jefferson City, Mo. Before serving as a chief petty officer in the Navy for four years, he had reported for the *Globe-Democrat* and done public relations work in St. Louis.

George H. Miller (Missouri '40) has joined the editorial staff of the Peru (Ind.) *Daily Tribune*. He had been on the copy desk of the *Louisville Courier-Journal* since his discharge from the Navy in September. Before entering the service he had reported for the *Evansville (Ind.) Press* and been sports editor of the *Mexico (Mo.) Ledger*.

George Fisher (Minnesota Professional '36), managing editor of the *Hibbing (Minn.) Daily Tribune*, has been awarded a bronze plaque by the Disabled American Veterans for twenty-five years' service to the national organization. The occasion was the recent installation of a chapter in Hibbing. The plaque was first awarded to Bob Hope at the national convention last summer. Fisher was the second man to win it.

Samuel Gamberg (Temple '45) has been assigned to public relations for the Second Army in Eastern Pennsylvania. Pvt. Gamberg is a former *International News Service* correspondent.

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Price List

BADGES

Standard Badge	\$ 5.00
Crown set pearl	16.25
Crown set pearl (4 rubies or sapphires)	18.75
Crown set pearl, 4 diamonds	34.50
Crown set pearl, 4 emeralds	21.75
Alternate crown set pearl and emerald	35.75
Alternate crown set pearl and ruby or sapphire	24.00
All crown set diamond	146.50

KEYS

Standard Key	6.00
Crown set pearl key	19.50

Note: The following scholarship keys are available to members and non-members alike who have received, as undergraduates, the Scholarship Certificate awarded by Sigma Delta Chi.

Scholarship award Key, 10K	\$8.50
Scholarship award Key, 1/10 double rolled, g. p. 10k end	4.75

RINGS

	10 K Gold	Sterling
ONYX, Badge panel mounted	\$18.00	\$8.75
Black enamel top, Badge panel mounted	16.50	7.25
Signet, Badge panel or block letter, Sigma Delta Chi mounted	15.75	6.50

IMPORTANT: To the prices listed must be added 20 per cent Federal Tax and any State Tax in existence.



CHAPTERS PLAN 1947 CONVENTION—Representatives of the Washington Professional and the Washington and Lee chapters meet at the National Press Club to plan the next Sigma Delta Chi convention at which they will be hosts. Front row (left to right): Fred S. Holley, and Professor E. W. Withers, W & L; Dick Fitzpatrick, managing editor of Newspaperman; R. Edward Jackson, president, SDX Chapter, W & L; Walter B. Potter and Charles S. Rowe, W & L. Back row: Whitney Tharin, chief, Agricultural News Service; Jerry Robichaud, Chicago Sun; Gene L. Cooper, Braun & Company; Neal Van Sooy, national vice-president of SDX, and Luther A. Huston, national vice-president and president, Washington, D. C., Chapter.

THE WRITE OF WAY

By WILLIAM RUTLEDGE III

Future of Chillers

THE spotlight on Erle Stanley Gardner (subject of a recent series of three articles in the *Saturday Evening Post*, which were condensed in *Reader's Digest*) brought to the fore a fact of interest to all us money-hungry writers. It is simply that the biggest and surest dough is in the mystery field, dubbed the Whodunit.

Almost simultaneous with the publicity on ultra-successful Mr. Gardner came dour predictions from a leading mystery writer in England that the chillers would decline in public favor.

Now Hollywood has a sizeable colony of professional merchants in fictionized murder and they forthwith held a meeting and issued a statement to the effect that cloak-and-dagger yarns were more popular than ever and would become even more popular as more people learned to read.

I venture to say that as more people read chillers, more of them will be writing them. One mystery writer, to reassure himself, I presume, conducted a survey of the reading of hospitalized veterans and proudly reported that no less than 80 per cent of them preferred mystery stories on their reading fare.

TO analyze the factors that make mystery novels such a lush field brings out some solid points about the whole

writing business. The chiller story is sure-fire escape for the reader. As the sleuth trails the clues, the reader feels that he is right in the cat-and-mouse game.

A crime has been committed. The story is the dramatization of the melodramatic sequence of picking up the clues, outwitting and outmaneuvering the guilty, and then pinning the crime on the culprit—bringing the denouement out in one smashing climax.

Now if you can write to that formula, you can live in ease. The major magazines pay up to \$25,000 for a serial. The Whodunit fans will keep you in the upper half of the income tax bracket. The movies will bid high for film rights. The radio agencies will be on your doorstep with their checkbooks.

Good mystery stories require exacting detail. Mr. Gardner was a lawyer and knew the ins-and-outs of the courtroom. His Perry Mason is a lawyer and a super-smart one, of course. Mr. Mason's prodigious legal knowledge and never-failing cleverness "make" much of Mr. Gardner's success. And, they give a continuity to his books. Each mystery is another Perry Mason adventure.

THE basic plot is one of the most heavily travelled routes in writing. But each story must have new twists, fresh background, and characters that the readers haven't read before. The mystery

fans are unusually shrewd and sharp—and critical—readers.

They are loyal to a writer who can deliver the goods they like; and completely cold and aloof to those who can't hold their interest and challenge their ingenuity. They are among the quickest to spot a lame story or a shoddy writer.

The characters probably account for the quality of a Whodunit. What motivates the action? Why do they behave as they do? The mystery story is a vehicle for analyzing people—their emotions, reactions, reasonings, etc.

Honesty with the reader is a quality certain to be found in every good mystery story. In other words, don't trick the reader. Don't try to steer him off on a phoney lead, or intentionally tangle him up, and pop the solution that you have concocted. That just won't go with these fans. They want square-shooting in being allowed to go along on the run-down of the guilty party.

And, too, they demand that the guilty party pay for his crime. It's the old melodrama. It still has a strong reader appeal.

So, if you're writing with an eye to the dollar sign, the Whodunit is recommended.

See you next issue!

James E. Baker (Northwestern '37) is advertising manager for the coal heating service division of the National Coal Association. Former assistant editor of *Coal-Heat Magazine*, he served in the Air Corps as a navigator with the rank of first lieutenant. He flew with the 317th Troop Carrier Group on Luzon, moving on to Okinawa, Korea and Japan.

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The Best Ones Run

A meeting is just breaking up in some Town Hall tonight. The Selectmen have voted \$500 for a war memorial on the Green.

The taxpayers are filing out slowly, chatting and taking their time. All except two gangling young fellows who are rushing madly for the phone—rushing as though their lives depended on who would get there first.

Is the race really as important as that?

Maybe you'll agree that it is, if you'll look in with us at another meeting tonight.

"Thank you, Mr. President," some one says, and this other meeting is over—this other meeting that's taking place in our nation's White House tonight.

You'll find that nearly all of the reporters who are rushing for White House phones are men who won the races in the Town Halls of the nation ten and fifteen years ago.

So run fast, young gentlemen of the American press.

The race is really as important as that.



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